



## Survivors

Hospital turns a Town Square elk antler arch pink to mark Breast Cancer Awareness Month, 7B.

Obituary: 12B

# VALLEY



## Circling the Square

Friends, fellow Elks fondly remember Michael 'Cooky' Fields, 13B.

Wednesday, October 10, 2012



For decades, Tobacco Row has thrived in its 300-square-foot niche next to the Teton Theatre on North Cache Drive.

BRADLY J. BONER / NEWS&GUIDE



PRICE CHAMBERS / NEWS&GUIDE

Rachel Springman helps a customer at the window of Down On Glen (aka D.O.G.) on South Glenwood as Summer Pointsett runs the grill in back. The town favorite makes the most of its small space, serving a variety of fare that includes a famous breakfast burrito.

# Small shops

Entrepreneurs carve out successful businesses in tiny spaces.

By Lindsay Wood

A handful of business owners in Jackson have accepted the challenge of turning tiny storefronts into quaint shopping and dining nooks. Residents and tourists love the results.

Boutique retailers like Made, Tobacco Row, Bet the Ranch and Town Square Tavern Liquors pack their limited square footage with goodies, building an aesthetic that draws shoppers in from the street.

Kim's Corner and Down On Glen are typical hole-in-the-wall takeout restaurants with delicious offerings — the kinds of places a person knows about only from word of mouth.

Put five people in one of these places, and suddenly it's a crowd, packed elbow to elbow but also giving the feeling of exclusivity.

John Frechette — the owner of Made, a gift shop stocking only hand-

made work by local and regional artists — stumbled upon his 480-square-foot spot in Gaslight Alley three years ago. Six others were vying for the space, but Frechette won the lease.

"People love the idea that we're a little boutique store," he said. "We like being small and locally recognized."

Frechette is forced to be creative with displays, but he sees that as an asset. Made's tables undergo constant rearrangements to add inventory and maintain swank. Frechette uses lots of layers and varied elevations to store items.

Handmade glass belt buckles, etched pint glasses, ceramic bowls and cups are tucked on a central table surrounded by jewelry, linens and greeting cards displayed neatly along the four walls. Lots of nooks and crannies make sure customers always see something new.

Hillary Rosendahl owns pony-size  
See **SMALL SHOPS** on 11B